ORIENTAL RUGS

by

MICHAELYAN

H. MICHAELYAN, INC. *present this booklet showing photographs of some Oriental Rug installations in the principal private offices of The Equitable Trust Company of New York in their new building at 11 Broad Street, New York City.*

FROM AN ETCHING BY ANTON SCHUTZ

TROWBRIDGE & LIVINGSTON, ARCHITECTS

Main Office Building of The Equitable Trust Company of New York
11 Broad Street, New York City

Notable Rugs For A Notable Institution

THE charm as well as the practical merits of Oriental rugs is appreciated today by a larger number of people than ever before.

Almost every home of artistic distinction has at least one Oriental rug—a rug that adds warmth and subtle beauty to any room in which it is placed.

And no longer is the Oriental rug considered a luxury, but may be classed as an economical investment, due to the fact that its wearing qualities are unsurpassed.

Once the Oriental rug was more or less limited to use in the home, but with the erection of numerous magnificent business homes which provide beautiful private offices for executives, the appeal of the Oriental rug has spread to our great financial and business centers.

So it was, when the new building of The Equitable Trust Company of New York was completed, the officials decided that the private offices of its senior executives would be covered with Oriental rugs, and it was my pleasure to supply these rugs to one of the greatest financial institutions in the country.

When it came to the choice of rugs personal predilection played a great part in the matter of selection, but I am pleased to add that without exception the rugs chosen for the private offices of The Equitable Trust Company were in exquisite taste. Due credit, of course, goes to the Bank officers in charge, the architect and decorators who made the preliminary selections. Trowbridge & Livingston, Architects, designers of the building also designed the interiors. The furniture was designed and supplied by Myers, Minott & Company with the exception of the executive committee room which was done by Lenygon & Morant, Incorporated.

In the accompanying pictures it is impossible to convey, without the use of color, a proper idea of the adaptability of each rug to its surroundings. But a careful study will show how perfectly the rug draws together in friendly relationship, as it were, the walls, furniture and draperies in each room.

I am proud that it was from the stock of H. Michaelyan, Inc. that these beautiful rugs were chosen, and that the result is considered satisfactory. I feel that in "rugging" The Equitable Trust Company I have achieved the outstanding success of twenty-eight years of steady effort in my profession.

H. Michaelyan

The office of the President of The Equitable is a charming room of a design similar to that found both in England and in the early Colonial period of the Eighteenth Century. The cornice is finely carved as are the architraves around the doors.

The walls are panelled throughout in natural colored pine with a waxed finish. The carved pine mantel with marble facings is of the date of 1760. A very fine mahogany pedestal desk is an original example of mid-Eighteenth Century work, while a Korean chest adds its bit to the antique atmosphere of the room.

An original Gainsborough chair and one of needle point add much to the charm and comfort of this office.

The rug is a near eastern reproduction of a Sixteenth Century rug especially woven.

A departure from the conventional is carried out in the treatment of the Executive Committee Room located on the second floor of the Equitable's new building. The walls are painted a pale green with finely carved door trims and overdoors. An original Eighteenth Century black and gold marble mantel adds a decorative note.

An interesting feature of the room is the center table which is ten feet in diameter. It is made of walnut with a top of red morocco. The tub chairs are also covered in red leather. The rug is an early southeastern Persian specimen.

The office of the Chairman of the Board of The Equitable Trust Company of New York combines the simple elegance of a home with livable qualities that would be difficult to equal.

The walls are panelled in French walnut after the manner of the early Eighteenth Century. The very fine walnut furniture is a delightful complement to the room. Blue damask curtains blend tastefully with the fine Hereke rug which was woven in the Orient in the Michaelyan looms.

It would be difficult to find in the financial district an office possessing greater distinction and charm than this early American room with its beamed ceiling and walls panelled in pine. The furnishings copied or adapted from authentic colonial designs, blend harmoniously with the general treatment, the keynote of which is coziness and cordiality. The beautiful rug is a Tabriz of unusually fine texture, and a rare specimen of its kind.

The simple dignity of this executive's office must indeed lend serenity to its occupant and to those who have occasion to visit him in such a peaceful retreat.

The walls are panelled to three-quarters of their height in walnut. The furniture of Chippendale design in walnut was especially designed for this office.

Blue damask curtains lend a subtle contrast to the mellow walnut tones that suffuse the room, the beauty of which is greatly enhanced by a symbolic rug with inscriptions portraying the best traditions of the Oriental looms.

Distinctly a man's domain is this plain but handsome office. The room is treated in oak from floor to ceiling in early Georgian. William and Mary furniture in walnut blends well with the brown leather upholstery of the large divan and chairs.

A chandelier in Flemish brass adds an attractive and artistic touch. The rug is an Heriz of rare beauty and fine texture with a well balanced color scheme in soft rose.

Oriental Rugs And Tapestries in Private Homes

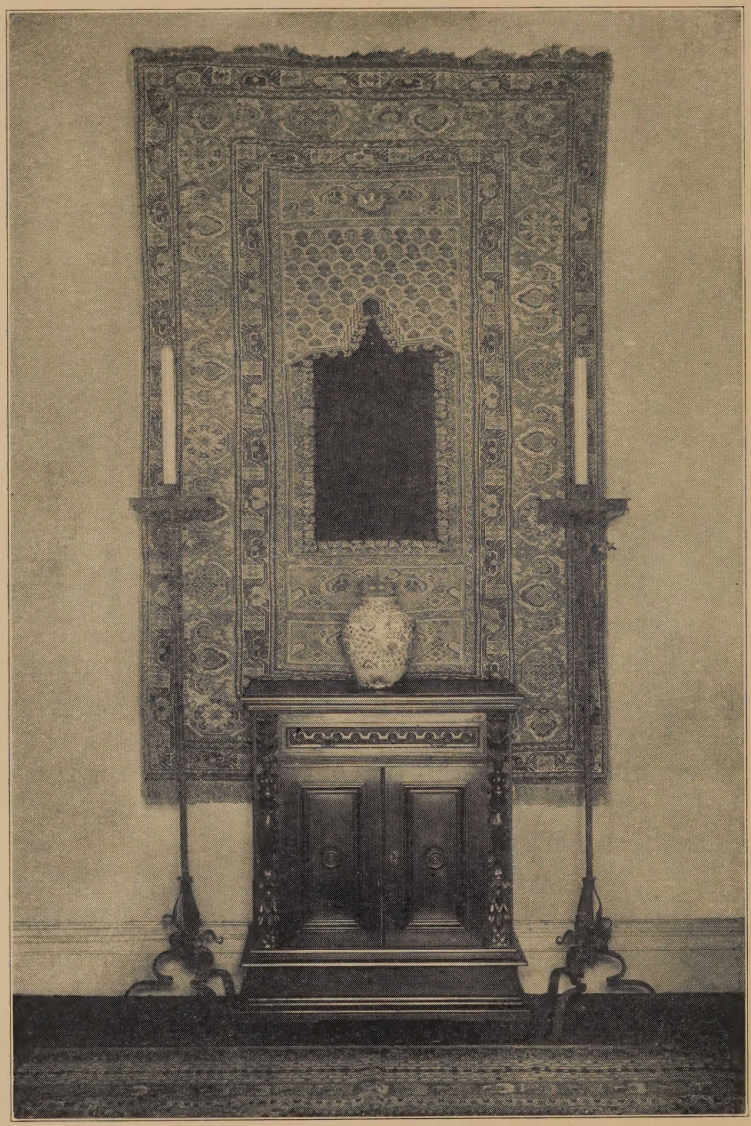
IT can be safely stated that no home, where good taste, elegance, and love of the beautiful, function, can be without one Oriental rug, at least, to register this fact. When one realizes what an Oriental rug stands for in the realm of sentiment and romance, the truth of this assertion will be apparent. For home is where romance reigns supreme, and a rug or tapestry crystalizes that urge for the beautiful, which is of the essence of romance.

A true lover of rugs can see further than mere color or size, in what love has wrought through fingers, translating heart throbs into an emblem, or a symbol.

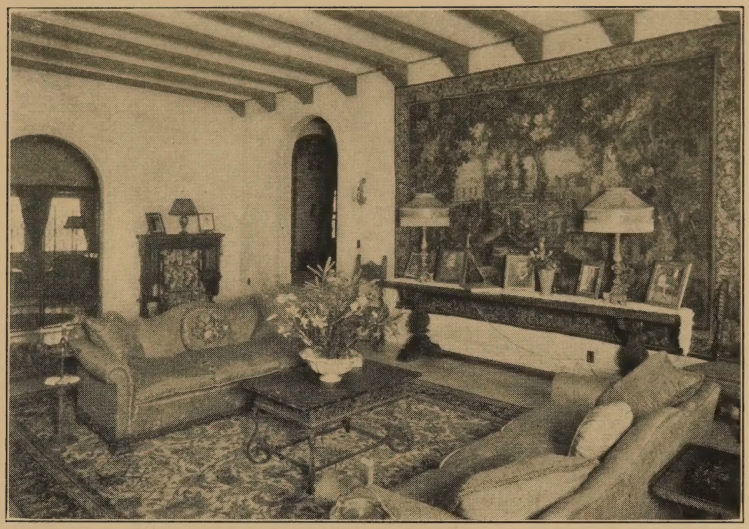
Yet, when thought of as a floor covering, there are certain very definite relationships that aid us to select the proper rug and determine what is good and what is bad in its use. For Romance cannot make a rug right or desirable in the wrong place, though it clothes it with a deeply enriching quality.

A rug, for instance, in general effect should be darker in value than the wall covering. The motifs should be consistent through the room; the size of the pattern, too, is important. The shape of the rug should conform, as nearly as possible, to the room proportion. A rug should also express the spirit of a room.

In other words, the use of Oriental rugs should be subject to the same principles of law and order that must be applied to the selection of any other articles in the home.



A prayer rug of unusual charm, mellowed down by centuries of hallowed associations. This is a Seventeenth Century Ghiordez and an excellent specimen.



The Living Room of Mr. and Mrs. Fred Tod, Miami Beach, Florida. The rug, which is one of a set of three, as well as the tapestry on the wall, reflect an atmosphere of repose, and cast a warm glow suggestive of the southern skies.

The Fifth Avenue Mansion of Mr. and Mrs. John W. Herbert. The Kerman rug on the floor in its rare tones of blue and brown fittingly supports the gorgeous setting of a richly appointed room.

An unusual prayer rug with double niche symbolized with mosque columns. This is a Seventeenth Century specimen in a fine state of preservation.

Mr. Michaelyan's Palm Beach Galleries on County Road, Palm Beach, Florida.

The New York Headquarters of H. Michaelyan, Inc., 20 West 47th Street.

H. Michaelyan, Inc., will be glad to hear from those interested in beautifying their offices or homes by the proper use of Oriental rugs. The reply card is attached on the opposite page for your convenience.

For the successful handling of this problem, we offer the benefit of twenty-eight years' experience in this field and the use of our select stock of rugs of all kinds, Antique and Modern, brought together for people of rare taste and artistic temperament, who *love* rugs.

We undertake to weave Oriental rugs to fit specific requirements of color, design and size, in order to secure better harmony, and insure perfect satisfaction.

Suitable rugs may be sent to any part of the country for approval or, better still, you may visit our show rooms and inspect our unique collection. A call at "Rug Headquarters" involves no obligation. We take a decided pleasure in showing you these rare beauties and we pride ourselves in having one of the finest collections in the world.

H. MICHAELYAN, Inc.

ORIENTAL RUGS AND TAPESTRIES

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